Consumer Perceived Leadership of Synonymity Brands (Verbified Brands) with Special reference to FMCG Sector

Research Protocol

For Registration in Ph.D. Program

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Dated:……

CERTIFICATE

This is to certify that this Research Protocol entitled **"A Study on Consumer Perceived Leadership of Synonymity Brands (Verbified Brands) with Special reference to FMCG Sector"** by **Noopur Bhargava,** submitted in fulfilment of the requirement for registration in Ph.D. Program in **DEPARTMENT OF MANAGEMENT** under Faculty of Management of JECRC University, Jaipur, during the academic year 2021, is a bonafide record work carried out under our guidance and supervision.

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Abstract

In our day to day life we use some of the brand names which defines whole product category and became our action as well. Than this brands are known as synonymity brands (Verbified brands). This brands paste themselves in lexicon of the consumers and this one word is associated for the range of different brand names. Though this seems to be ultimate goal of any marketing agency but there companies need to be precaution; so that they do not lose their trademark.

This study will try to understand concept of brand synonymity, consumer perceived leadership and genericide brands. Along with that will try to understand various elements and its impact on synonymity brands. After becoming synonymity brands companies need to be extra careful so that their brands doesn't became a genericide brands.

Once company have a strong brand in their portfolio, than they try to maximize its value by doing brand extension with the same. It will be interesting to check how consumer views this brand extension; whether they accept or reject the different product. We are trying to explore this new insight of synonymity brands (Verbified brands) in brand extension.

Keywords- Brand, Synonymity brands, consumer perceived leadership, Brand Extension, Prevention of Genericide brands.

Introduction

Consumer Perception

It refers to consumer awareness, impressions, and opinions regarding product or brand name. This is being shaped by many direct or indirect ways with business offerings. Modern leader emphasis on increasing positive consumer perception thus to generate more sales and profits. Consumer perception shape the long term relationship.

Brand

The word “brand” is derived from the Old Norse word “brandr” which means “to burn” as brands were and still are the means by which owners of livestock mark their animals to identify them. Branding is about creating differences. Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. According to American Marketing Association “A brand is a distinguishing name and/or symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller, or a group of sellers, and to differentiate those goods or services from those of competitors”. A brand is therefore a product, but one that adds other dimensions that differentiate it in some way from other products designed to satisfy the same need.

Synonymity Brands (Verbified brands)

For a product or service there is no greater recognition than getting their synonymity brands (verbified brands). This happens when a particular brand became so popular among the customers that this brand became a verb to describe the whole product category. Using this brand name in normal say to day life became a trend. Till here it looks very positive for a company or brand but this does not happen always.

Synonymity brands (Verbified brands) are considered to be prototypical and consumer perceived leaders by planting brand name in their mind as well as in their lexicon.

A brand name used in this way can lead to the genericide of the brand name. It means brand name loses its trademark and legal right and this name became the public name. This comes under the Lanham Act 1946. Brands should be very careful regarding the same. There

should be proper advertising, patent rights awareness and brand positioning so brand does not became genericide.

FMCG Sector

The Fast Moving Consumer Goods (FMCG) sector is a key contributor of the Indian economy. FMCG sector is more lucrative because of low penetration levels (especially rural region), well established distribution network, low operating cost, lower per capita consumption, large consumer base and simple manufacturing processes for most of products. Large section of the society is regularly consuming branded products of this sector. FMCG sector is the one which is most used in our day to day life. There are many brand names which we are using for the whole product range. Here we will be taking ten brands.

1. **Maggi**
2. **Dettol**
3. **Bisleri**
4. **Fevicol**
5. **Vaseline**
6. **Odomas**
7. **Sugar Free**
8. **Gillette**
9. **Vicks**
10. **Parle G**

1) **Maggi-** This is instant noodles by the Nestle Company, which have different product line with brand name Maggi. Originally Maggi originated in Switzerland in 1884, when Julius Maggi invented powdered pea and bean soup. After two years invention of ready to eat soup and liquid seasoning came into existences.in year 1947 nestle acquired brand Maggi. Julius Maggi knew about importance of brand identity and brand loyalty so he got register his sign and brand name to ward off would be imitators.

From very starting Maggi noddle was attached with deep red and golden yellow colours. This combination of colours is still being used in many products of brand Maggi.

Nestle India Ltd (NIL) is a subsidiary of global FMCG major Nestle SA. Because of its first mover advantage NIL created a new category of instant noodles and successfully managed to retain its leadership. In year 2015 it was banned by food regulator because of some of its substances but Maggie returned with new focus and innovation. Company focused more on rural area, smaller pack sizes, region specific promotion schemes. Over the years NIL has extended Maggie brand to products like Soup, sauces and ketchups, cooking aids ,healthy product offerings like aata noodles.

2) **Dettol**- Around 80 years back in 1932 antiseptic solution of Dettol was used in Hospital of UK for disinfection of skin during surgical procedure. Dettol was launched in India in 1933. This brand name is owned by Reckitt Benckiser(RB). In 1979 Dettol began to expand its product category from antiseptic solution to soap, hand wash to protect people from the infection because of germs. This is present in more than 124 countries. Currently products like antiseptic solution, soap, antiseptic cream, pain relief spray, adhesive bandage, hand wash, shaving cream, sanitizer is available.

RB did its advertising through Cinema ads in 1960 featuring mother children relationship. Dettol is considered to gold standard in germ protection. No matter how much evolution has been done in brand Dettol but it remained consistent to its core value in every way. In India Dettol brand stand for trusted protection. Many mothers in India use it to protect their families from illness and infections. Currently Dettol has rolled out a campaign to spread awareness on hand washing amid the COVID19 Pandemic.

3) **Bisleri**- Packaged drinking water began in United Kingdom in 1621. The first commercial water bottle was launched in United States by Jackon’s Spa. Major change in industry came when PepsiCo(Aquafina) in 1999 introduced purified water.

Mineral water was introduced in Mumbai India in 1965 by Bisleri Ltd an Italian Company. This company was founded by Felice Bisleri. In 1969 Parle bought Bisleri (India) Ltd. Mr Ramesh J Chouhan MD in 1969 started expanding Bisleri operation aggressively. This was

followed by aggressive advertising that bottled water is pure and healthy. In 1971 Limca a flavoured carbonated drink, in1974 M\mango drink Maaza, in 1978 Thums Up was launched.

Because of the popularity of Bisleri bottle water, in 1991 20 Litre pack, in 2000 1.2 Liter Bada Bisleri Pack, in 2006 Natural mountain water from Himalaya was launched. Currently Bisleri have 122 plants, 4500 distributors. Company aims to have a INR 5000 crore revenue by 2022. Parle use brand Bisleri name in 2 variants- carbonated and non-carbonated drinks.

4) **Fevicol**- Adhesive glue was first used in 4000 BCE to connect material like broken cermaics and statues. Grreks and Romans were one of the first to use this. In India Balvantray kalyanji Parekh founded the pidillite Indutries and launched Fevicol. He is known as India's Fevicol Man. This is adhesive glue by the Pidillite industries, first marketed in India in 1959. In 1963 manufacturing plant in Kondivita was established and became household name in white glue category. Instead of selling fevicol in market, company approached to carpenters directly to boost their sales. It was basically industrial product but through innovation they launched 'tube pack' to reach out to retail consumers.

The Indian Market in initial days of Fevicol launching was disputed and unorganized. Carpenter played a decisive role regarding choice of adhesive. Pidillite industries focused on product quality and did huge campaign to help carpenters understand importance of good quality adhesive. The primary agenda was to set up word of mouth publicity Sarcastic and intelligent humour in advertising helped the brand to be alive in no sort of time. Even brand Fevicol found its place in Dabbang2 Movie song. Pidillite made their tagline in a manner that we ought to use them in many situations.

5) **Vaseline**- Though brand Vaseline has so many product ranges but here we are going to talk about petroleum jelly only. It started in 1859 with Robert Chesebrough, an American chemist, when he noticed that oil workers are using a oil from rod wax to heal their cuts and burns. Then he collected that material and refines it in order to product gel which we call petroleum jelly. In 1872 he got patent rights for this jelly and called it Vaseline. This brand name is a combination of two words- wasser and elation means water and olive oil respectively.

Currently Vaseline brand is owned by HUL. For over 135 years this brand has marvelled at skin care product range. Since launch Vaseline brand is synonymity with product Petroleum Jelly. Currently it offers wide range of products like- lotion, Lip balm, petroleum Jelly.

6) **Odomos-** In year 1946 after the invention of DEET (Synthetic repellent invented by US Army) insect repellent came into existences. Samuel Gertler of US department of Agriculture received a patent in 1946 for using DEET as insect repellent in the form of cream, lotion or powder. It was after 1957 only the products were made available to general public to use, earlier it was only for military personnel.

In India a popular brand of mosquito repelling cream is Odomos. this is almost 50 year old brand which has a generic status in market. The brand was originally from Balsara come into Dabur portfolio in 2005 after acquisition of Balsara Hygiene Products. Odomos has a monopoly in cream market thus this brand is a synonymity brand (Verbified brand) for cream category.

In Year Odomos was re-launched after some changes in formulation to make it more skin friendly. Due to increase in the diseases like Dengue, Malaria Chikungunya etc. the use of Odomaos have been increased substantially. This offers protection indoor as well as outdoor. Apart from cream now we have Wrist Band, Roll On, Gel, Patches, and Spray.

7) **Sugar Free -** Because of high number of Diabetics people in India, this is very useful product by the Zydus wellness. Sugar free is a synonymity brand name to sugar substitute category, with holding of 94% market share. Not only diabetic people but people who are caution about their health, diet has taking care regarding the ill effect of sugar consumption. The idea behind invention of sugar free was to replace sugar without replacing the sweetness of the deserts, with the addition of smartness wali sweetness.

This was launched in 1988, initially eyes for the diabetic and overweight consumers only. With better education and medical awareness people understood the importance of Sugar free brand products. The market is expected to witness an aggressive competition in years to come.

8) **Gillette Razor-** in 1895 King C Gillette worked on idea of a razor blade which could fit into a holder and can be replacing when dulled. In 1901 the American safety razor

company soon renamed as Gillette safety Razor Company, for which production was started in 1903. On 15th November 1904 Gillette was granted patent for his invention.

For over 100 years men are using Gillette Razor blade for shaving. In those years this has made different type of razor base on the innovation and advancement. Some of the famous type are like –adjustable, ATRA, SENSOR,MACH3, FUSION, BODY, In January 2005 Gillette Company was merged with Procter & Gamble.

9) **Vicks-** Pharmacist Lunsford Richardson made Vicks a household name throughout the world. During influenza pandemic vicks helped the world to breathe easier. Deadly Spanish flu outbreak made the sales of Vicks very high, some of the customers even stocked up this to fight off diseases. Its sales skyrocketed from $900,000 to $2.9 million in single year due to pandemic.

As a country of monsoons and winters India was primed for this product. Surin Banta MD of Vicks India was very keen on his strategies and soon his work was paid off. Now Vicks is associated with common cold in India and now there is no looking back. This brand is owned by Procter & Gamble.

10) **Parle G-** Even before independence Parle G became famous brand for biscuit and is a companion of people's tea. Parle Company was founded in 1929. Founder of Parle;Mohan Lal Dayal was very fond of Swadeshi Movement and decided to make orange candy in India itself. The name Parle came because of its location in Mumbai between Irla and Parla.

During World War 2 biscuit was made and named as Parle Gluco and soon became a hit in the market because of that British companies losing their market share. In 1982 name was changed to Parle G because company didn't have patent on word Gluco and other companies were using Gluco word with their brand name. Because of these sales of Parle company was getting influence.

In 2013 Parle became first Indian FMCG Company to cross $5000 crore mark in retails sales. The product is still recognized by its iconic white and yellow wrapping paper. The low price is also another important factor in its popularity.

Literature Review

Amitava Saha, Kushal De (Mar 21) did their study titled "A study on Brand Projection of FMCG products through Advertisements" and was published in Asian Journal of Interdisciplinary research. They took 50 FMCG brands from 9 different categories and analysed the impact of brand image, tagline, and advertisement on the consumers purchase decision. They concluded that Brand name help in distinguish products from other company. Brand image is utmost important when in market close substitutes are available and this assist to customers in product recognition. They said on the basis of their study that more intense is the competition, the more aggressive is the emphasis on Brands.

Ajanta Nayak, Saipadma Parija (Dec 20) published their study in International Journal of Home Science and title of their Study is" A study on Factors influencing the rural consumers while purchasing FMCG Products". In their study they analysed advertising factors, product factors, availability of products, Brand image and other promotional offer impact on the FMCG products sale. They find out that most of consumers buy products on the basis of price and availability. Advertisements plays major role for brand preference among consumers.

Chun-Tuan Chang ,Xing -Yu Chu, Shih-Ting Kao (Dec 20) published their study in Journal of Advertising Research , Titled How Anthropomorphized Brands Spokes characters affect Consumer Perception and Judgement is being cute Helpful or Harmful to Brands. The authors done three studies to know how these two types of anthropomorphized spokes characters brand affect consumer perception. Studies 1 and 2 examined advertising language and relationship. In 3rd study they analysed how consumer knowledge affects downstream impact of cute character. The results were helpful for brand managers and marketers with details and insights regarding how to choose between cute or mature brand images to make it beneficial for the company.

Soon-Ho Kim et.all (dec 20) in their research article titled Consumer-based brand authencity and Brand Trust in Brand Loyalty in The Korean Coffee Shop Market. This study propose and test model that tries to understand relationship among brand authenticity (quality commitment, heritage, sincerity), brand thrust (reliability, intention), brand affect and brand loyalty among coffee shop customers. By their research they are able to conclude that brand authenticity have prominent impact on brand reliability and brand intention. Two aspects of brand thrust have positive relation with brand affect and brand loyalty. And brand affects and

brand loyalty are positively associated with each other. Coffee shop brand manager should focus on brand authenticity and brand loyalty to increase the profit and sales.

Joseph M. Dery (2019) Scholar of Bentley University did his research titled From Photoshop® to Photoshop : Knowing How and When to Protect Your Brand Name.He has talked about verbified brands and how this is impacting the companies; when companies should be careful so to avoid Genericide. For Photoshop, Onesie, Xerox, Uber and Popsicle there is homonymous version (same spelling and pronunciations) that refers to product class. This can result in brand dilution, For marketing researchers this paper has done analysis of multiple discipline, coupled with data and statistics, to move forward in terms of verbified brands, profits and avoidance of genericide.

International Journal of Multidisciplinary Educational Research Volume8, Issue 11(2), November 2019

Dr Sanjeev Arora in his study titled The Myth of Equity: From Bisleri Brand in Indian Market. They have highlighted impact of equity on these brands to underscore the importance of genericide; such that same can be tackled in a positive manner to avoid genericide with proper measures. On the basis of their secondary data collection and analysis he have stated that Bisleri is Market leader with 60 to 70 Percent share, first mover in the segment. Bisleri have a huge distribution channel from 50000in 1995 to 2000000 presently. Bisleri brand is mostly used for packaging bottle water so it's a verbified brand and on the verge of becoming Genericide. To avoid this Dr Arora has propsed following marketing strategies

1. Proper use of Intellectual Property Rights (IPR)
2. Proper Marketing Campaigns
3. Sensory Branding

Run Regular Advertising Campaigns

According to analysis by Siva M Kumar and K R Jayasimha in their article on **Brand Verbs: Brand Synonmity and Brand Leadership(May 2018)** it happens that brand name became the very and enter into consumer vocabulary. Corporate world label this brands as potential candidate for brand genericide. In 3 part study they studies concepts and dimensions of brand synonymity, relationship between brand synonymity and leadership, addressing

legal concern. This study has opened new paradigm of brands in lexical planes and path for consumer perception. They have tested hypothesis pertaining to synonymity, brand measurement, leadership and their relationship with each other.

Alexis L. Morris (2018) in their case study titled Elliot V. Google Inc., Why Google should have lost its Trademark, they have explained the case which was filed against Google under Lahman Act and how Google was barely escaped genericism. Under Lahman Act Google should have lost its trademark because even if verb alone can't define generic use , the court incorrectly analysed five factors a court usually consider. Instead of usage majority as primary test under Lahman Act , court changed the test to majority understanding. Thus lawyer error and incorrectly weighted evidence might have saved Google from Genericide but still to do any search on the internet Googling is done which makes it a verbified brand with protected legal rights for its brand name.

Chaitra GB and Kerur NM(2018) done their study on brand preference in ready to eat segment. Title of their study was Brand Awareness and Alternative Purchase Plans towards ready to eat products in Belgaum City. It stated that before products are selected, these products need to compete successfully with other alternatives in Market. Consumer gathers information regarding product and brand through TV, Media, Friends and Family ie through Advertising. According to their survey they analysed that most of the consumers would go to other shop if preferred brand was not available, this shows their brand loyalty. The study also indicated that those firms which done a good advertising and proper brand positioning through mass media particularly TV and newspaper could get better market share. This calls for attention by other companies to improve their advertising and sales promotion activity to increase their market share.

International Research Journal Of Management and Commerce, Volume 4, Issue 7, July 2017

Pramod Hanmantro Patil did his resserach on Topic of Brand Awareness and Brand Preference. In his study he selected 16FMCG brands from 8 different categories to identify the relationship between brand awareness and brand preferences. He analysed user response on parameters like brand awareness, brand image, brand recall, strength of brand associations, attitude, user image for all 16 brands. For all brands a positive relationship between brand awareness and brand preference has been observed. It means brand which has

high level of awareness among users will be more preferred while buying the products and vice versa.

Oakbrook Business Review, Volume 3, Number 1, April 2017

Shraddha Sheth & DN Chhatrapati published their research paper titled Trade Mark: A weapon to Protect Brand. Here they talk about the imitation, copying, forging, counterfeiting etc of the popular verbified brands. Duplicate products that enter market do harm to original brands in terms of revenue, market share, reputation. A brand name is much more than a legally defensible property name but serve as a differentiating device as well. Building a brand image is a long term process. Brand value is increased with financial rational and emotional connections between brand and its consumers. Popular brand names are being attack by unfair practice of market in following ways

- Tampering- it is done to tinker with Product or its Packaging.
- Replication-To make consumer fool with fake products instead of original brand. This is done with Imitation of shape/Colour, Resemblance with verbified brand name, Duplication, Counterfeits.
- Diversion-Online traffic is diverted to unauthorized or portable fraudulent websites.
- Recirculation- Reusing packaging of popular brand with spurious products.

There are various laws by which Verbified brands can get protection like-Section 29 of Trademark Act 1999, The Trademark Rules 2017,Rule 23 for registration. Apart from legal framework, Brand Managers can adopt various strategies also like-Creating, Hedging, Modernizing, and Extending to protect their trademark.

Barnwell R.W., Shanahan K.J.(2016) in their research paper named The Brand-As-Verb Phenomenon, Our Genericide pastime: Searching for Truth Behind Googling, Xeroxing, Fedxing, and much more, talked about value created by phenomenon known as **Brand-As-Verb.** They have reviewed this from perspective of Service Dominant Logic and Customer co-creation. On the basis of theory of Genericization (Clankie 2000), genericization is not just change of meaning but rather a broadening of meaning. It stated that marketing scholars have adopted linguistic tools to analyse brand names and have tried to increase their values as brand name. Cultivation brand name to gain top of mind awareness among consumers can be

a multibillion dollar task. Gaining this awareness is very important, because it not only inform consumer decision but it also increase that consumer will chose known brand rather than less familiar option.

Adrie Le Roux and Kenaleone Gape (Oct 2015) in their research report talked about the verbified brand in South African Context in terms of linguistic way. To discover role of popular brand names representing product category this paper analysis information regarding meaning of brands and verbified brands. Brand names are the first thing people see and interact with on daily basis. The theory base of this paper is Brand identity System developed by David Aaker (2009). Main aim of their study is to know about value of verbified brands and how people incorporate them into their day to day language. Primary research proves that people use brand names interchangeable with product category and they do not see phenomenon as negative. The more consumers know about brand they are more likely to use it. It's important for brands to be different. A well communicated brand creates the idea that there is no other brand that offers same product or service. With vast array of range of products, people still remember the brand that is top of mind even if they buy any other brand.

Journal of Law and Policy for Information Society Volume 7:2 (2012)

Scott Brown did his research on verbified brand in digital service sector. Title of his thesis is I Tweeted on Facebook Today: Re-Evaluating Trademark Genericide on Internet Based Trademark. He has stated that brand name ubiquity in modern world is the ultimate peak of marketing achievement. He mainly focus of social media brands and their verbifacation. To avoid genericide of this verbified brands following strategies should be used :

1. Proper Marketing of Trademark
2. Proper Policing of Competitors and Media
3. Linguistic Advice

The current Genericide doctrine does not speak about realities of the internet, Courts should performed exploration into new and important area of Internet commerce. However recently there has been rise in the use of trademarks as verbs, such as Microsoft, Bing, deliberately marketing themselves as verbs, which should be avoided according to Law. Though Twitter is a brand name which is becoming verbified and there are many area of Twitter which may

lead to make it a genericide brand. Finally this paper applied the genericide analysis of Twitter, concluding that its related marks likely to became generic if proper measures not taken by Company.

Research Gap

- Synonymity brands (Verbified Brands) is a new topic and based on the literature review very few studied papers are available for FMCG sector.
- Most of the research is being done on the basis of company but there is less research from consumer perspective.
- None of the paper talks about the brand extension of the synonymity brands (verbified brands)

Description of Broad Area/Topic

With so many brand names it happens that this became household name for the whole product category. Sometime consumers are not able to differentiate between the product and brand name. like in case of THERMOS, ESCALOTORS, XEROX. My area is the same that why this happens, does it happen because of the brand loyalty or lack of awareness.

In my research I am trying to understand the customer perception of FMCG sector regarding leadership of the brands for synonymity brands. I will try to analysis different concept and various elements of brand synonymity and its impact on consumer perceived leadership. Further I will try to shed light on the genericide and prevention of genericide of brand along with effects of Synonymity brands (Verbified brands) in case of Brand extension.

Objectives

1) To understand the concept of brand synonymity (Verbified brands) and consumer perceived leadership and genericide brand.
2) To study the elements of Synonymity brands (Verbified Brands) and its impact on Consumer perceived brand leadership (First Mover advantage, Brand Positioning WOM, brand advertising); leads to genericide brand.
3) To suggest preventive measure towards genericide brands.
4) To study the impact of synonymity brands (Verbified brands) on brand extension.
5) To suggest effective methods to get benefits of synonymity brands(Verbified brands) in brand extension.

Research Methodology

Statement of problem

1) Why brand have become synonymity brands (Verbified brands)?
2) How to prevent genericide of brand name?
3) What happen if synonymity brands (Verbified brands) go for the extension?

Hypothesis

1) Ho-There is no impact of various elements of synonymity brands (verbified brands) on consumer perceived brand leadership

H1-There is impact of various elements of synonymity brands (verbified brands) on consumer perceived brand leadership

A1) Ho-Synonymity brands (Verbified brands) don't have first mover advantage.

H1-Synonymity brands (Verbified brands) have first mover advantage.

B2) Ho-There is no impact of brand positioning on leadership of brands

H1-There is positive impact of brand positioning on leadership of brands

C3) Ho-Synonymity brands (Verbified brands) are not associated with WOM.

H1-Synonymity brands (Verbified brands) are associated with WOM.

D4) Ho-There is no relationship between advertising on synonymity brands (Verbified brands).

H1-There is a relationship between advertising on synonymity brands (Verbified brands).

2) Ho-There is no effect of synonymity brand (Verbified brands) on brand extension.

H1-There is positive effect of synonymity brands (verbified brands) on brand extension

Research methodology

For this we will be using FMCG sector, following are brands

1. **Maggi**
2. **Dettol**
3. **Bisleri**
4. **Fevicol**
5. **Vaseline**
6. **Odomas**
7. **Sugar Free Drops**
8. **Gellete**
9. **Vicks**
10. **Parle G**

For doing study we will make a questionnaire for the Jaipur region for the end user customers

- For every brand we will try to know that how many people know difference between them as brand name or product.
- Do they specifically ask for particular brand even if the retailer has given them different brand.
- Does customer remember the advertising of the brand, how they recall it as a brand or product.
- What element of advertising they remember the most.
- Factors like first mover, price, availability, loyalty, ease or quality.
- If most of them recall them as brand than what kind of advertising companies should follow to have better brand positioning in the market.
- How we can take a cue from other genericide brand like Xerox, google who are able to protect their trademark.
- What they can recall with the name of the brand (Functional attributes)
- If the find same verbified brand name for other product category than how they will respond.
- If brand extension of verbified brand happen will they trust other products category as well.

Sampling Pattern

Target Population	Urban Consumers
Sampling Frame	Adults Consumers(18-60 age)
Sampling Unit	Urban consumers of Jaipur City
Sampling Method	Questionnaire, Convenience sampling
Sampling Size	Krejicie Morgan Formula

For the FMCG sector we will be sending questionnaire through mail and face to face interaction in Jaipur, which are using these brands. Here sample size could be 500. The population of Jaipur is 39,09,000. For getting the same size we will use Krejcie morgan formula.

$$S=\frac{Z^2 X p x(1-p)}{C^2}$$

S=sample size

Z=Table value of chi square for 5 degree of freedom at desired level of confidence which is 1.96

P&x=Proportion 50% for both

C=Confidence level 1%

S= (1.96)^2 x 0.5 x0.5/(0.01)^2 =384.16

Determined sample size is 384 but we will go with 500 as 384 is very small number for our study.

Data collection

For this research I will be collecting primary as well as secondary data. The collection of primary data will be done by using tool of questionnaire method properly framed and structured questionnaire will be provided to the respondents through online as well as offline mode. Wherever the questionnaire is filled through offline we will be using face to face interview method as well to know about their thinking about the brands. Question which for all the segments will be closed ended and scale based question; where respondent need to rate their ideas on a scale.

Secondary data will be collected through magazines, books and articles, internet, newspaper. Earlier studies regarding branding, verbifacation, synonymity brands will be used to design the questionnaires for primary data collection.

Statistical Tools

For the analysis of collected data of the questionnaire, first of all I will convert them in proper data form like the tables. On that basis we will make charts and bar graphs for further analysis.

To test the proposed relationship data will be analysed through descriptive statistics, correlation analysis as well. For testing of the hypothesis we will be using chi square test and Non parametric test.

Scope of research

The scope is confined to the Jaipur region for the FMCG sector.

The main aim of this study is to understand that whether consumers are aware about brand name and product name. if yes than how its effects the purchasing decisions. After knowing this, through study will try to understand regarding leadership of the brand in terms of consumer perceived and elements of Synonymity brands.

Apart from this by this study will try to analyse that what factors leads to genericide of the brand and what measures companies can take to prevent the genericide of the brand. This study will try to analysis consumer perceived leadership for synonymity brands (verbified brands) and impact on brand extension.

Proposed Outcome

1. By this study will try to establish the relationship of Synonymity brands (verbified brands) and customer perception regarding the same, whether this is because of the unawareness or because of brand loyalty. If this is because of unawareness than what measure companies should take to create a brand loyalty.
2. Through this study will check the relationship between consumers' perceived leadership and various elements of synonymity brands (verbified brands).
3. By this study will try to analyse the factors which leads to brand genericide and how companies should take their advertising in a manner so to avoid brand genericide.
4. This study will suggest the ways for better brand positing and proper advertising so that customer became loyal for synonymity brand (verbified brands) but brand name should not lose the legal trademark. Companies should have loyal customer not only for the brand name but for the product as well.
5. Through this study will study that if brand has not loosen their trademark than its profitable for the company and they can have a better advantage over the competitors.
6. In this study will try to understand that if any synonymity brands (verbified brands) get brand name extension in other product category than the perception of consumers remains positive or not.

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